

# MINORITY ORGAN & TISSUE TRANSPLANT EDUCATION PROGRAM of RICHMOND

## *Stepping Up to a Healthier Lifestyle™*

### Organization Overview

#### I. MOTTEP

Since June 1993, the National Minority Organ and Tissue Transplant Education Program (MOTTEP®) has been actively working to solve the number one problem in transplantation, the shortage of organ and tissue donors. With more than 80,000 persons on the national transplant waiting list, nearly 50% represent minorities. Due to the shortage of organ and tissue donors, sixteen (16) persons die per day waiting for a life saving transplant.

National MOTTEP® is the first national program of its kind designed to educate minority communities on facts about organ and tissue transplantation and empower minority communities to develop transplant education activities and become involved in addressing the shortage of organ and tissue donors through volunteerism. Through MOTTEP's efforts, African Americans, Hispanics, Native Americans, Asians, Pacific Islanders and Alaska Natives will become aware of the need for more minority donors and hopefully, sign donor cards, have family discussions and eventually become organ and tissue donors.

The Minority Organ & Tissue Transplant Education Program of Richmond has two major focuses. First the increased awareness among all minorities of the dilemma that exist concerning organ and tissue donations will lead to a larger donor pool and consequently greater transplant matches for minorities. Second, the practice of disease prevention within our communities could help eliminate the need for so many organ or tissue donors. This would help relieve a portion of the health care crisis that is upon us.

#### II. Problem

MOTTEP was developed in response to two serious health problems for minorities in the United States. First, almost half of those on the national transplant waiting list for organ transplants were minorities, but only 25% of the donor pool was composed of minority donors. Second, minorities in the United States have disproportionately high rates of heart disease, diabetes, and hypertension; which increase their need for organ and tissue donation.

More minorities are needed to give greater consideration to organ and tissue donation. Accomplishing this need will help another vital issue that exist with in the transplantation industry and that is the need to decrease the number of minorities waiting for some type of transplant. A third and most recently addressed concern is for more people to develop a healthier way of living. This action of adopting a healthier lifestyle could aid in eliminating some of the resulting end state organ failure.

#### III. Mission

The mission Minority Organ & Tissue Transplant Education Program of Richmond is to reduce the number and rate of ethnic minority Americans needing organ and tissue transplants. MOTTEP's mission will be achieved by an educational campaign that emphasizes both prevention and intervention strategies that will result in:

- Healthier life styles and behavioral patterns
- Disease Prevention and Health Maintenance
  - Increased health Awareness

- Increased number of minority donors and transplant recipients;
- Increased number of family discussions regarding organ and tissue transplants and the prevalence of family diseases; and
- Increased number of minority donor pledges/ donor cards signed

#### IV. Programs

The project will be carried out using six primary activities. Some of these activities will be sequential and some will occur simultaneously. One staff member serving as the coordinator of the project will carry all of the activities out. The staff member will have the assistance of the workers from the volunteer Multi-Cultural task Force of Central and Eastern Virginia. These volunteer workers are comprised of community leaders (teachers, nurses, business persons, students, healthcare professionals, lawyers etc) who serve as a liaison between the minority community and MOTTEP. The staff member will have fifteen volunteers from Central Virginia and nine volunteers from Eastern Virginia.

To accomplish the aforementioned mission emphasizing both prevention and intervention strategies, MOTTEP utilizes six basic approaches:

Approach	Brief Description
Community Participation and Direction	Community volunteers are heavily involved in the planning and implementation stages of community activities.
Face-to-Face Presentations	Presentations are conducted at schools, social, civic, and religious events by culturally sensitive messengers from the community.
Collaboration and Partnerships	Collaborative partnerships are formed with various community organizations to promote the mission of MOTTEP.
Media Promotion	Print, radio, and television media outlets are utilized significantly to promote the mission.
Information Dissemination	A variety of informative brochures, flyers, and fact sheets have been developed for dissemination.
Evaluation	Comprehensive quantitative and qualitative surveys have been developed to gauge the effectiveness of its presentations.

MOTTEP is unique in that it is able to develop creative activities to carry its message into any type of venue in order to reach men, women and youth where they are. For instance, nationally, more than 50 types of programs have been sponsored by MOTTEP sites such as: Bowl-for-Life, Dance for Life, Pow-Wows, Donor Card Signing in the Park, MOTTEP Softball and Basketball Teams, Adopt-A-School Programs, Jr. MOTTEP Youth Peer Programs, Healthy Taste Tests at local supermarkets, etc. These various activities encourage individuals, who may not normally attend a health forum, to get the facts and share with family members, co-workers, neighbors and friends. In addition, these venues serve as avenue to encourage volunteer participation within the local program.

**Current programs:**

○ **“Stepping Up to a Healthier Lifestyle**

MOTTEP's mission plays an important role in assuring improvement in the general health of the community. “Health Net”, our hypertensive program is already in twenty area minority churches. Our efforts to educate every minority community throughout Virginia about the dangers associated with hypertension, diabetes, alcohol and substance abuse, poor nutrition and lack of physical activity will serve to make the community receptive of ways to improve their lifestyles. We will help by providing practical information on lifestyle changes that will serve to reduce the rate of diseases in the community and also help to control these diseases in those persons who have already been diagnosed.

○ **Citizen's Action Group**

On average MOTTEP of Richmond reaches approximately 15,000 persons each year through community outreach activities. MOTTEP will have multiple opportunities to speak before individuals as they interact at special events within the communities. This could include health fairs, community day outings, community rallies, voter registrations, etc. These opportunities will always be met well armed with literature, films, audiotapes and other forms of information to convey the urgency with which this subject should be considered.

○ **MOTTEP TeleHealth Project**

Community individuals between 18-65 are needed to participate in the Telehealth Hypertension Project.

Telehealth Center Goals:

- Seeking more effective ways to assist patients self-manage chronic disease
- Expanding access to health management services
- Establishing & following personalized health maintenance plans
- Provide regular feedback to patients on their individual health condition
- Raising awareness & knowledge on causes of chronic diseases
- ULTIMATE GOAL: “Reducing Ethnic Health Disparities”

○ **Social and Behavioral Interventions to Increase Organ And Tissue Donation**

In the state of Virginia, MOTTEP continues to focus on activities such as one-on-one presentations, group presentations, church presentations, seminars, increased physical activity, soc hops, sleep-ins, radio broad casts, television broad casts, educational curricula for fourth and fifth graders, high school students and for Historical Black Colleges and Universities. Our efforts will enable us to cultivate a very positive attitude toward organ and tissue donation as well as living a healthier lifestyle. Because diseases such as hypertension, diabetes and high cholesterol, known to contribute greatly to end stage organ failure, have been known to afflict certain cultures more than others, MOTTEP targets communities heavily populated with an African American, Hispanic, Native American, Asian and Pacific Islander cultures through these activities.

## V. Objectives

This program shall succeed in aiding the communities of the African American, Hispanic, Native American, and Asian and Pacific Islander cultures in the State of Virginia. A successful implementation of this program will result in the following outcomes over a one-year period:

- This will achieve a minority population in the State of Virginia who are more consciously active in maintaining a healthier lifestyle and knowing the consequences of an adverse lifestyle with regard to their health.
- Increase the number of minorities in the State of Virginia who have a positive attitude toward organ and tissue donation.
- Increase the number of minority organ and tissue donors in the State of Virginia who have signed either donor cards or have indicated their intent to donate on their driver's license
- To develop a consistent and effective Requestor Process within the institutions in the State of Virginia that approach minority families for organs and/or tissues for donation.
- To realize an increase in the number of minorities in the State of Virginia waiting for some type of organ transplant to be successfully transplanted.

MOTTEP will implement a series of activities that will help to achieve the desired results mentioned above. These activities range from finding out what the current attitudes are in various communities and organ and tissue donation, to actually influencing the mindset of the populations from youth to adulthood. This includes making a contribution back to the community in the forms of services and information.

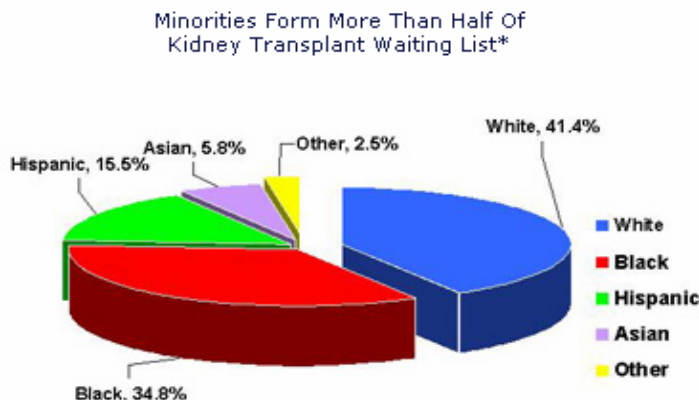
## **MOTTEP<sup>®</sup> Facts and Figures**

### **ORGAN DONATION**

According to the United Network for Organ Sharing (UNOS), there are more than 83,000 persons on the national transplant waiting list.

- Approximately 50% represent minorities:
  - African Americans 23,824
  - Hispanics/Latinos 13,441
  - Asians/Pacific Islanders 5,446
  - Other 683
- 16 persons die each day waiting for a life saving organ transplant.
- Every 16 minutes, a new name is added to the national waiting list.

Source: UNOS



## **I. Partnerships**

Some of our current partners include:

Virginia Office of Minority Health (OMH)  
Owens and Minor  
Bon Secours Hospitals  
Department of Minority Health and Health Disparities  
Howard University  
UNOS  
HCA Hospitals  
National Kidney Foundation  
VCU Medical Center  
Local Churches  
Local community organizations  
Health Net  
LifeCare

## **Evaluations**

**II. While long term measurement of success will be how many ethnic minorities actually become organ and tissue donors, living or upon their death, and how the decrease of minorities actually needing transplants.**

## **III. Personnel**

### Board of Directors

• Baxter Harrington	President	MOTTEP
• Dr. Darryl Rollins	Vice Chair	31 <sup>st</sup> Street Baptist Church
• Denise Wise	Treasurer	UNOS
• Raymond Partridge	Secretary	State Department of Transportation
• Richard Luster	Member	Faith Alive International Ministries
• Craig Shields	Member	Eye Level Media & Design
• Rhonda Scales	Member	Department of Energy
• Cynthia Beadle	Ex Officio	VDH – Office of Minority Health

### Office Personnel

• Renata Johnson	Office Executive
• Vacant	Program Coordinator
• Vacant	Secretary/Receptionist
• Vacant	Accountant

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